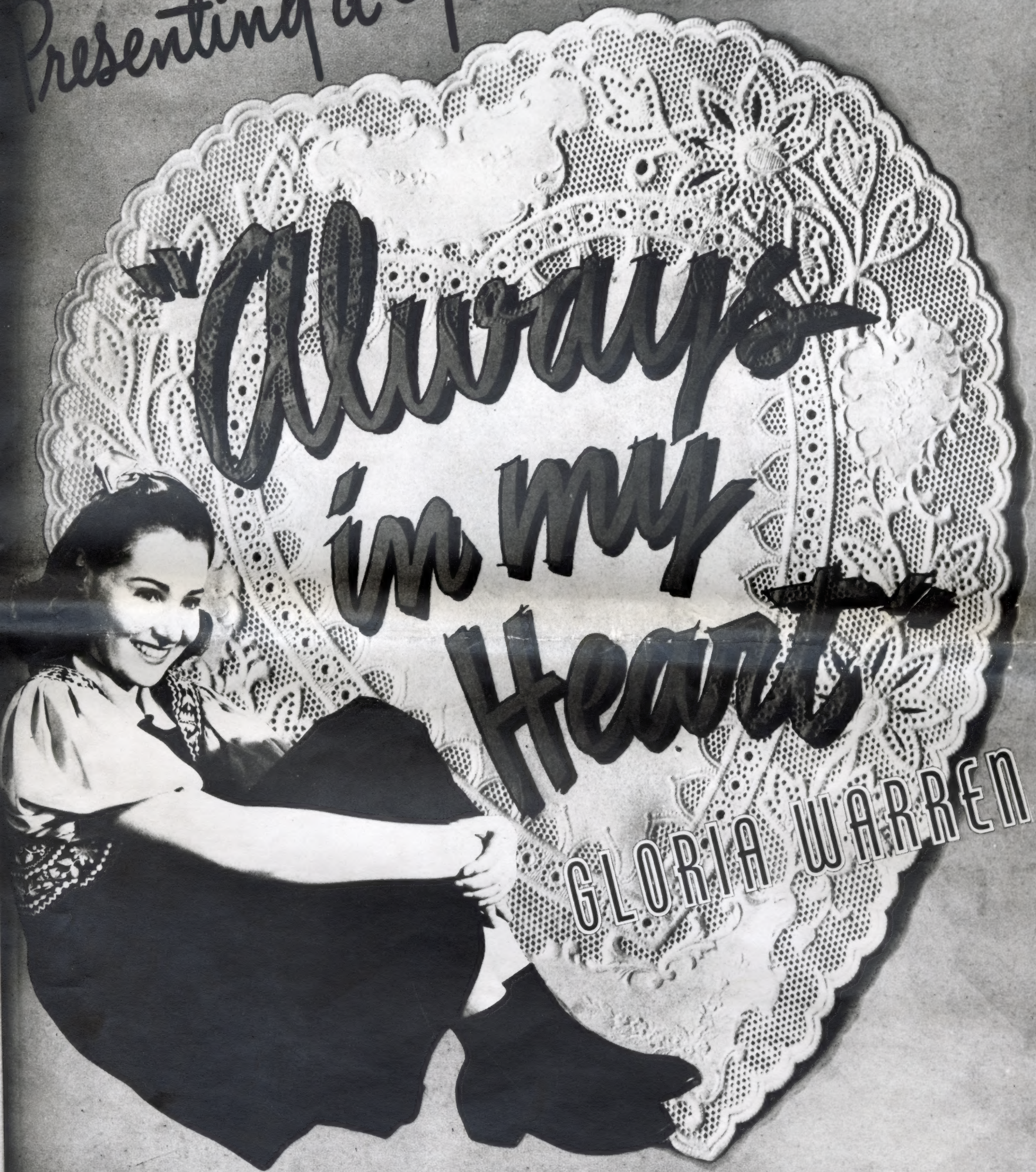


Presenting a Glorious New Star!



And Here's How to  
Present Her to  
the Public →

YOUR  
WARNER  
CAMPAIGN  
PLAN



# A Sweet 'Heart' for Showmen

AH!  
WHAT A STAR!

Glorious, glory-voiced GLORIA WARREN...  
she's only 15 - and sings like a million!  
You couldn't ask for a grander screen  
personality - or a more heart-warming story  
to introduce her! So sing out the news  
with a bell-ringing bally worthy  
of the year's most sensational  
new star discovery!



## "ALWAYS IN MY HEART" CLUBS!

Hundreds of 'Always In My Heart' Clubs have  
already been organized from coast to coast,  
with many more springing up every day!  
Their success has been spread across the  
country by syndicate writers, wire  
services and radio! Now get set to  
start one in your town! How  
to do it is on page 4...

*Okay, Wilmington!*

You won the big world  
premiere because you  
gave us Gloria Warren!  
Thanks for the smash send-off!



This way, please, for the Special Trail  
(It's a honey!)



# Warners' Super-Trailer Sells Your Showing by Dramatizing Gloria's 'Cinderella' Story!

Warner showmanship wins another scoop with this specially prepared 5-minute trailer entitled "Search For A Star"! It entertains as it sells!



## Trailer Script—"SEARCH FOR A STAR"

"It entertains as it sells!" That's the whole story of this unique, remarkable trailer, produced at the Warner Studios to help you introduce the star-bound young singing sensation, Gloria Warren. It's a far cry from the usual trailer, presented instead as a fascinating short subject showing the "Search For A Star." The off-screen narration, which follows, is excitingly dramatized by the camera, bringing you one of the topnotch trailer aids in years.

*We open on Warner Bros. Studios—Over this we hear voice of Knox Manning:*

This is the Warner Bros. Studios . . . the greatest film production center in the world . . . Through its doors every year pass 100,000 aspiring boys and girls eagerly searching for a screen career—for the voice that will say "Hey, Wait A Minute . . . You're Just What We've Been Looking For" . . . Yes—this is the studio that shines like a towering beacon in the minds of all hopefuls—for it was at this very studio where many of the now 'screen greats' were raised from obscurity. The Studio that gave Bette Davis her big opportunity—where Errol Flynn got his screen start . . . where James Cagney . . . Edward G. Robinson . . . Humphrey Bogart . . . Ann Sheridan . . . Ida Lupino . . . John Garfield . . . Jeffrey Lynn . . . Ronald Reagan . . . Priscilla Lane . . . Brenda Marshall . . . Dennis Morgan . . . Olivia de Havilland . . . Joan Leslie and dozens of other famous stars who but a few years ago were unknown.

*Gloria starts walk toward casting window.*  
And now we take you behind the scenes so that you too may thrill . . . just as did all Hollywood . . . to the true story of a modern Cinderella—Gloria Warren—who came to movieland and stayed to conquer.

*As Gloria turns to leave she breaks into a portion of a popular aria. Casting Director who has been walking thru scene stops . . .*

CASTING DIRECTOR: Hey . . . Wait A Minute . . . You're Just What We've Been Looking For!

*Manning's voice:*

These few magic words that mean everything, "Hey, Wait A Minute . . . You're Just What We've Been Looking For" . . . And so Gloria Warren had a date with a career . . . Intensive dramatic training by the expert coaching staff of Warner Bros.' Little Theatre . . . Song rehearsals and more song rehearsals . . . Make-up under the experienced eye of famous Perc Westmore . . . A wardrobe specially designed by Orry Kelly's style-setting staff . . . To the hair-dressers for that extra little primping . . . and with all this, to school each day to keep up with her academic studies . . . And finally the moment every girl dreams about had arrived . . . Her first appearance before the camera . . . Now You Will See The Actual Screen Test!

*Actual test is shown. She sings "Always In My Heart." Over this a roll title:*

And so a Star is Born . . .  
Tomorrow her name will be on everybody's lips . . .  
The Girl From Nowhere  
Who Will Win You in the Year's  
Grandest . . . Most Youthful Delight!  
"ALWAYS IN MY HEART"

*At finish, Gloria speaks to audience . . .*

Yes, this all really happened to me. Gee, it's like a dream, only I don't want to wake up. I guess I'm the luckiest girl in the world. I feel just like Cinderella and I hope you will like me. Now, I'd like to introduce all the grand people in this picture—

KAY FRANCIS—She's my mother and she's sure swell . . .

WALTER HUSTON—He's my daddy . . .

PATSY HALE—She's my baby sister and, Gee, she's

cute . . .

And wait 'til you see Borrah Minnevitich and his Harmonica rascals . . . They're in it too.

*Manning's voice:*

Yes . . . a brand new star takes her place in the screen heavens . . . Why don't you drop a line to the Warner Bros. Studios in Burbank, California, and let us know how you like Gloria Warren and what kind of pictures you'd like to see her play in next . . . and in the meantime . . .

*Roll Title:*

Be Sure To See  
GLORIA WARREN  
Singing Her Way To Happiness in  
"ALWAYS IN MY HEART"

## Your Follow-up Bally!

## A TIP FROM THE TRAILER ... POLL YOUR PATRONS!

At the close of the trailer the narrator invites the audience to write to Miss Warren to tell her how they like her on the screen and to name the type of roles in which they'd prefer to see her in future productions. Why not follow up the trailer with a screen slide advising patrons that a special "Gloria Warren" Desk has been set up in the lounge to accommodate those who would wish to write to Miss Warren during playdate. Post cards for comment are provided free. Also advise on screen and in lobby display that most interesting comment cards will be rewarded with an "Always In My Heart" Locket Pin (see page 5). Address all cards to Miss Gloria Warren, Warner Bros. Pictures, 321 West 44th Street, N. Y. C. Select winning cards before mailing.

## TEASER LOBBY DISPLAY PLUGS TRAILER AS ENTERTAINMENT

During week before engagement, while trailer is being shown, you should have a large cut-out heart mounted on a lobby display board with a huge question mark painted on it. Copy:

"Here she is! (?) A 15-year-old bundle of song and sunshine. You couldn't ask for a grander screen personality — or a more heart-warming story to introduce her. She'll be always in your heart! See "Search For a Star" — now on our screen!"

During playdate replace question mark with photo blow-up of Gloria Warren.

**TRAILER IN LOBBY:** If you have the equipment, run the trailer in lobby or out front on a shadow box screen.

*A Sock Selling Trailer  
With the Punch of a Feature-  
Book it NOW!*



# GET SET TO GO ON YOUR "ALWAYS IN MY HEART CLUB"

## 'Always in My Heart' Club to Aid Morale of Armed Forces

Their Hearts  
Belong to  
Some 'Buddy'



— Join the —  
**'Always In My Heart Club'**

BRIDGEPORT TELEGRAM, SATURDAY, JANUARY 17, 1942

### Local Girl Leads Club to Protect Boy Friends Serving in the Army

By AMY PORTER  
NEW YORK, Jan. 16. — A girl who is serving in the army today is the object of the "Always in My Heart" Club, which was organized here to protect the morale of the boys in the armed forces.

SHIRLEY CHATHAM, local girl, is shown with another member of the club.

Then Will Maintain Allegiance to "One and Only"

Here is a publicity-getting idea for "Always In My Heart" which caught on with remarkable results in New York, in Los Angeles, and in a number of other key cities. Associated Press carried the story over its wire service with nationwide breaks resulting . . . some of the early news breaks are reproduced above. In addition, Kate Smith talked about the Club on her coast-to-coast news broadcast and "We The People" interviewed the president of the Club on a recent program. The idea is a natural; it sustains itself. Just get it started in your town and the gals will do the rest.



## 'Always in My Heart' Club Organized Here



### Girls They Left Behind Forming Club Object: To Keep Boys From Straying

BY AMY PORTER  
NEW YORK, Jan. 16. — A girl who is serving in the army today is the object of the "Always in My Heart" Club, which was organized here to protect the morale of the boys in the armed forces.



## 1. Your Lead Release . . .

### 'ALWAYS IN MY HEART' CLUB FORMED HERE BY 'LOYAL GIRLS'

An organization whose name and motto is "Always In My Heart" will be formed on (date), at the Hotel (name), by ten pretty girls to assure their boy friends in the armed forces that their girls are being true to them at home.

The organization will be set up along military lines, with a commanding officer, generals, and captains. Commanding Officer Peggy Jiler said that the "Always In My Heart" group was formed because of fears expressed by boy friends that once they were out of their girls' sight, they'd be out of their minds also.

"That's no good for soldiers' morale," according to Miss Jiler, "not to mention ours at home," she added.

"This will be a great defense and offensive measure," she concluded. "The boys will be

able to keep their minds on their fighting and not worry about the girls back home. Everything will be status quo until the boys get home."

The organization plans to set up groups of ten or more in cities throughout the United States. Names of the chapters will be taken from the encampments nearest the city. Boy friends of members in other cities may be entertained by the nearest chapter in the vicinity, but no proselyting will be permitted.

Emblem of the organization will be a heart-shaped locket with the picture of the boy friend inside, and the motto "Always In My Heart" inscribed.

The first meeting of the local chapter of the "Always In My Heart" Club will be held at the (city) hotel on (date).

## 2. First Meeting Agenda . . .

- 8:30 P.M.—Meeting opened. Constitution read by President Pro Tem. Nominations for officers.
- 9:00 P.M.—Correspondence. Voluntary reading of letters from boy-friends in service by Club members.
- 9:30 P.M.—Plans prepared for communication with other chapters.
- 10:00 P.M.—Darning of socks for boy friends in the Army. Scanning newspapers for cheerful items and clipping for distribution to Army camps.
- 10:30 P.M.—Recess. Refreshments. Collection of Dues.
- 11:00 P.M.—Pledge of Allegiance to the Flag and to the Boys in the Army, Navy and Marines. Adjourn to write letters.

## 3. Rules . . .

It is for the intent purpose of proving our faith in the Boy-friends of America, now serving the nation in the armed forces, that this nucleus of ten girls have formed the "Always In My Heart" Club.

- MEMBERSHIP:** All girls are eligible, whose beaus have been drafted or have volunteered for the fighting forces.
- REQUIREMENTS:** Each girl will prominently wear, at all times, the "Always In My Heart" Club Locket Pin, wherein will be contained a miniature photograph of her boy-friend now in the Army. All girls are requested to write to their Army beaus at least twice a week.
- MEETINGS:** Monthly meetings will be held to welcome new members into the fold. Correspondence will be discussed. Visiting army men will be entertained by their respective girl-friends at a social following each meeting.
- DUES:** New members will be subject to an initiation fee of \$2.00 which will entitle them to the "Always In My Heart" Locket Pin, designed by Marion Weeber. Monthly dues will be 50c.
- NEW CHAPTERS:** A sister chapter may be organized in any city. Upon receipt of ten names of girls at National Headquarters in New York City, a Club charter will be awarded.
- CONVENTION:** An annual convention will take place on Labor Day week-end in that City which has shown the greatest membership increase during the year.
- OATH:** We do faithfully and earnestly agree to Love, Honor, and be True to the Young Men of America, who have answered the question of "Do you love your country above all else" with "I Do".

## 4. Publicity Photos . . .

Photos of the president and members of the New York Chapter can be released with the news story in the absence of photos of local members. Portrait of Gloria Warren, inscribed and autographed, may be presented by the theatre to the local Club at its first meeting. Captions and autograph are provided with stills. Order "Always In My Heart Club" Stills—set of 3—25c—from the Warner Bros. Campaign Plan Editor, 321 West 44th Street, New York City.



N. Y. Chapter charter members.



Peggy Jiler, Club president.



Gloria Warren Club photo.

## 5. Club Pin . . .

The specially designed "Always In My Heart" Locket Pin is a favorite with all members. Its popularity with the girls has made it virtually the official emblem of the club.

For Complete  
Details See  
Next Page!



# TITLE SONG HIT!

A grand tune, introduced on the air by Lucille Manners on the Cities Service NBC network program, recorded for Victor by Glenn Miller and his orchestra, and voted the official song of the "Always In My Heart Clubs."

"Always In My Heart" — Glenn Miller with vocals by Ray Eberle and the Modernaires (Bluebird No. B-11438).



## ALWAYS IN MY HEART



**VICTOR:** Pre-sold for you by Victor with publicity and art on the song and picture in "Record News" (circulation over 150,000). Arrange for heart-shape announcements on all local juke boxes tying in song with playdate.

**REMICK:** Contact all local music stores for displays, co-op ads and other promotions.

**FREE TITLE SHEETS:** Available in limited quantities on request to: Mr. Norris Konheim, Remick Music Corp., 1250 Sixth Ave., N. Y. C.

## DATE 'EM UP THIS WAY

Distribute cards as shown to all patrons—blue cards to boys, pink cards to girls. Boys who manage to find their opposite number among the girls—and vice versa—are admitted free. Print locally.

I'M LOOKING FOR THE ONE who is Your Lucky Number: **485**

### 'ALWAYS IN MY HEART'

Look for the girl with the pink card bearing the same lucky number. If you find her, you will both be admitted FREE to see Warner Bros.' delightful new sweetheart of a star—GLORIA WARREN—in a honey of a hit

### 'ALWAYS IN MY HEART'

Starts Friday — STRAND THEATRE — 7 Days

Make necessary changes in copy for pink cards for the girls.

## NEWSPAPER CONTEST

Suggest to newspaper that they set up an "Always In My Heart" column, guided by the local lovelorn editor, in which readers are invited to send in letters telling how they met the ones who are "always in my heart." Best daily letters win free admission tickets plus locket pin (see this page).

## TIE-UP SLANTS

The title is a natural for local dealer newspaper ads and displays. Base these tie-ups on the banner line:

"For the one who is ALWAYS IN MY HEART"

Flowers, jewelry, men's and women's wear . . . virtually every type of product can be sold with that slogan. If possible, arrange for full-page of co-op ads banner-lined by that slogan.

## PHOTO STANDEE

It's a honey of a display to sell a sweetheart of a star. Full color photographic standee featuring life-size cutout of Gloria Warren available. 36" wide x 45" deep, display is mounted on double-wing easel. Order direct from Superior Studios, Inc., 442 W. 42 St., N. Y. C. Price: \$5.75 each, F. O. B. New York.



Shown above is "rough" layout of the display.

## For Your Lobby Bally:

### "DATE CORNER"

Set up a section of your lobby with desk, pens and writing paper and invite the girls to write to the boys who are "always in my heart," now serving in the armed forces. Theatre handles mailing. Dress up corner with displays, stills and cut-outs.

### SWEETHEART GAGS

Set up sofa outside theatre with boy and girl at opposite sides, apparently waiting for someone. Sign over each reads: "I'm waiting for the boy (girl) who is 'always in my heart' . . . to see 'Always In My Heart' . . . we hear it's swell."

Lure 'em in with a Sweethearts' Night.

Promote flowers from your local florist to present to each lady. Pin flower to card on which copy reads. "'Always In My Heart' Rose . . . compliments of theatre and florist."

### "HEART" TEST

Pretty girl in nurse's uniform with cut-out heart and title on her gown takes the pulses of patrons. She marks pulse rate on heart cut-out shown below and ties it to coat button. Cut-out is slightly larger than shown. Back carries ad and theatre imprint.



PRICE: \$9.50 per M Includes Imprint

Order from Economy Novelty 225 W. 39th St. New York City

### "ALWAYS IN MY HEART" LOCKET PIN!



Pin is red plastic heart with engraved locket.

Attractive locket pin is now on sale in department stores, jewelry and specialty shops. Ideal for prizes and "Always In My Heart Club" membership pins at \$2.00 each.

Set of 6 stills showing members of cast wearing pin available. Order "Locket Pin Stills"—set of 6—50c—from Campaign Plan Editor, 321 West 44th St., New York City.

#### WINDOW CARDS SUPPLIED TO DEALERS!

For information regarding local dealer tie-ups, write to: Miss Brown, Cohn & Rosenberger, 47 West 34th Street, New York City.





# Sing Out about America's New Girl Friend!

## Here's Your Exploitation Bally:

### TALENT SEARCH

Gloria Warren won stardom in this picture because she sings, acts and looks like a million. Possibly, you can start some local girl on her way to fame with your search for talented girls in their teens. In cooperation with dramatic clubs, singing societies, high schools and newspaper, conduct auditions and have final judging done at theatre on opening night. Tie in special trailer (see page 3) with this "Gloria Warren Talent Contest."

### GLORIA ON MARQUEE

Put your teaser campaign right out on your marquee. Mount cutout head of Gloria Warren from 24-sheet on marquee. Copy: "Watch For Hollywood's Newest Singing Star!" Starting week before playdate add one new letter of her name until on opening day it's completely spelled out.

### 'MISS MAGIC OF 1942'

The "Knights of Magic," a foremost national organization of magicians, recently voted Gloria Warren "Miss Magic of 1942." Here's your local tie-in:

Contact local magician's organization to name Gloria Warren "Miss Magic of (Name of City)," honoring her magical voice.

Use still AH Pub A27 (at right) for display in stores selling home magic paraphernalia. Or, plant it in the publication of the local magician's club. Order still from Campaign Editor, 321 W. 44 St., N. Y. C.—10c.



M. Katz, president of the "Knights of Magic," presents trophy to Gloria Warren in honor of her election by the organization as "Miss Magic of 1942."

### COLLEGE HONORS

Upsilon Lambda Phi fraternity recently voted Gloria Warren the "sweetheart of the high schools in Philadelphia" while the "Daily Pennsylvanian," publication of the University of Pennsylvania, named her the university's "singing sweetheart." This is your cue for similar honors locally. Contact high school and college organizations and get them to vote similar titles to Gloria.

### AND DON'T FORGET . . .

Giant post card in lobby congratulating Gloria Warren on her debut, signed by patrons.

Contest to find localite who most closely resembles Gloria.

Distribute napkins with lip imprints. Copy: A kiss from Gloria Warren, the sweetheart of "Always In My Heart."

Formation of Gloria Warren Fan Club.

## Now Get Your Publicity Going:

# Gloria Warren a Fifteen-Year-Old Bundle of Song and Sunshine!

In these days of shortages and priorities, a lucky few are rightly happy. The far-seeing soul who bought himself that new spare tire months ago and

been too busy. A movie actress her age has to go to school, do her lessons and work before the cameras. And when she happens to be a singing star like Gloria, well, there are singing lessons, practicing and exercises, too.

But Gloria is lucky to come on the scene when she has. In her first Warner Bros. picture, "Always In My Heart," which opens Friday at the Strand, she goes a long way to filling a special shortage that was causing concern to many movie fans.

It seems like only yesterday that the supply was ample. Fifteen-year-old singing actresses in that happy day were plentiful. When Mickey Rooney spurned Judy Garland's affections for some flashy lass from the big town and Judy sang, our hearts like to broke. And who will ever forget little Deanna Durbin with her great big crush on Herbert Marshall, who, of course, was much too old for her? Deanna sang an aria when he left and strong men wiped their eyes surreptitiously in the dark. Even little Miss Kathryn Grayson, fresh as a mountain stream, made us all proud of her when she sang in the high school auditorium and won the prize, or whatever it was that caused us to be glad.

But now those days are gone with the endless supply of rubber tires. Deanna has mar-

ried her real-life beau and built a home in a nice part of town. Miss Grayson has married a leading man, an actor with a moustache and a smart manner. And little Judy, our own Judy, has become the chatelaine of one of Bel-Air's show-places, poured tea of an afternoon for Joan Crawford and Norman Shearer and Lana Turner. At the town's brighter spots she has been photographed knee-deep in white fox, lovely to behold, but not the Judy that used to be.

In this dark moment arrived Gloria Warren. Veterans rubbed their eyes as she passed. She wore saddle oxfords, and those little socks, a skirt and sweater, and seemed to dance a little as she walked. She was happy, was always humming to herself, thought the world a wonderful place and when you watched her you were sure she was right.

A public service was performed the day Gloria was signed. And now that "Always In My Heart" is ready for public view, a day of rejoicing should be proclaimed. There are some shortages a man can face without flinching. New cars? Well, the old one can be fixed up. Those old tires can always be recapped. But a lack of fifteen-year-old girls who can really sing would make life miserable.

Gloria Warren has arrived just in time.



Mat 205—30c

'ALWAYS IN MY HEART', the new film opening Friday at the Strand Theatre will introduce to the public young Gloria Warren, whose golden voice won her a movie contract. Kay Francis plays her mother in the picture.

### Gloria Warren Sings

#### Four Songs in New Film

Gloria Warren, 15-year-old singing sensation, sings four numbers for her debut role in Warner Bros.' "Always In My Heart," which opens on Friday at the Strand Theatre.

The aria "Uno Voce Poco Fa" from the "Barber of Seville," "Carnival of Venice," "Vieni Sul Mar," and "Always In My Heart," the picture's theme song. That song was especially written for her by Ernesto Lecuona, and Max Rabinowitch did the arrangement.



Mat 101—15c

GLORIA WARREN

the golfer who laid in a good supply of golf balls aren't fretting much. One man's shortage is another man's gain.

Gloria Warren, aged fifteen and already a movie star, hasn't really thought much about shortages and such. She's

### Foto Feature

Tabloid-size full page feature on Gloria Warren for Sunday magazine page, for reprint as tabloid giveaway, and for blow-up as lobby display. Used as giveaway, back can be used for merchant ads to defray cost.



# She has a date with a career!

The search for talent is the never-ending business of Hollywood and its movie makers. But out of the thousands of young hopefuls who flock each year to this Mecca of their dreams, only a few can be chosen. The lucky combination of talent, good looks and that intangible something which for want of a better term we call screen personality, is all too rare, and when the Hollywood spotlight turns up a newcomer who has all three, there is general rejoicing. Golden-voiced, fifteen-year-old Gloria Warren of Wilmington, Delaware, is the latest newcomer to make the grade. Warner Bros. introduce her to the public in "Always In My Heart". On this page we give you a glimpse of Gloria at work and at play. She hopes you'll like her!



Gloria's lovely soprano voice (which soars easily to the A above high C) helped her win her big screen opportunity. She spends at least 2 hours a day practicing.



The new star entertains Gloria Jean, Universal Pictures song bird, at lunch at the Warner Bros. studios. Both girls study with the same voice teacher.



Being a full-fledged motion picture star doesn't mean that Gloria's school days are behind her. For the next three years she will attend school on the Warner Bros. lot for a part of every working day.



Bicycling is fun, Gloria thinks. It's also mighty practical in these days of tire and gasoline priorities.



En route to Wilmington for the world premiere of "Always In My Heart" Gloria paid a whirlwind visit to New York and did her bit for defense selling defense bonds and stamps in the lobby of the Strand Theatre.



A scene from "Always In My Heart" in which Gloria sings, accompanied on the piano by Walter Huston, her screen father. Gloria says she has to cross her fingers every once in a while to make sure it isn't all a beautiful dream.





SONG AND SUNSHINE—Walter Huston, Gloria Warren, Hollywood's new fifteen-year-old singing star, and Borrah Minevitch and his Harmonica Rascals in a scene from the Strand's forthcoming film, "Always In My Heart."

# Strand to Show 'Always in My Heart' With New Singing Star, Gloria Warren

"Always In My Heart," which introduces the charming new fifteen-year-old singing star, Gloria Warren, has been scheduled by the Strand Theatre, where it will open on Friday. Also starred in the new Warner Bros. picture are Kay Francis and Walter Huston, with a featured cast that includes Frankie Thomas, Patty Hale, and Borrah Minevitch and His Rascals, the famed harmonica band.

A heart-warming and delightful story, "Always In My Heart" follows the fortunes of a little family in a small sea coast town. The mother, son and daughter have been struggling along trying to make ends meet. Mother acquires a wealthy suitor, but can't decide whether or not to accept him. She is still in love with her former husband, whom she divorced years ago at his own insistence when he was sent to jail. When she appeals to him for advice, he tells her to get married, concealing the fact that he has been pardoned and released.

He visits the little coast town to get one glimpse of the children he loves so dearly. He doesn't intend to stay but after he becomes acquainted with his lovely little daughter and hears her glorious singing voice he can't tear himself away.

She, on her part, becomes very fond of the "Professor," as she knows him, who teaches her some songs he has written. Her mother, hearing her sing "Always In My Heart," questions her and finds out about the "Professor." Over-joyed to find he is in town, the mother goes to him and begs him to come home. He refuses, tells her she must marry the man who can do the most for the children. Meanwhile, his daughter, having discovered that he is her father follows him in a little speedboat when she hears that

he has left town by boat. He has not left, however, having gone to the rescue of his son who has gotten into a fight over a girl. He finds out about his daughter's whereabouts just in time to go after her and save her from being drowned. And at last the father realizes that he is the one his family wants and needs.

Adele Comandini wrote the original screen play which was suggested by a play by Dorothy Bennett and Irving White. Jo Graham directed the production.

## Walter Huston Featured In 'Always in My Heart'

On the waterfront set of Warner Bros.' "Always In My Heart," which was constructed on Stage 2, Walter Huston took his place before the camera.

A short distance behind him, Borrah Minevitch and His Rascals were doing odd jobs around the wharf.

Director Jo Graham asks Huston if he is ready.

Huston clears his throat and replies, "I hope so, Jo. I've never tried anything like this before in a picture."

"Action," hollers Jo.

Walter starts to whistle the tune, "Always In My Heart." Minevitch and his men stop their work and pull out harmonicas from their hip pockets, as they close in on Walter and start to accompany his whistling with soft notes from their mouth organs.

Walter smiles, somewhat surprised by their action. He stops whistling, and starts to sing the lyrics of the theme song in a mellow baritone.

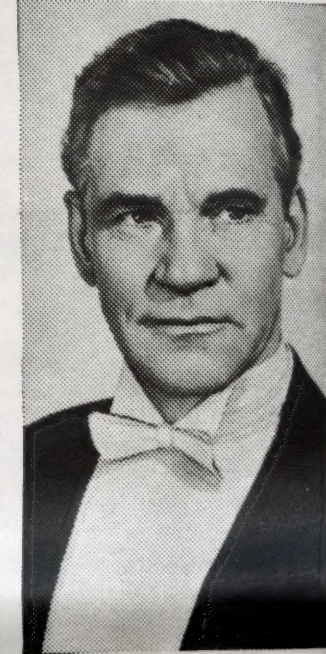
When he finished the song, Graham yells, "Cut."

The set was strangely silent. Finally Heavy, one of the grips, acted as spokesman.

"Where did you learn to sing like that, Walter?" he asked.

"I made a living for 12 years in vaudeville with my voice," replied Walter, "but this is the first time I've had a chance to sing in pictures."

He started to laugh as he added, "Grace Moore once told me I was her favorite baritone. I guess she was safe in



WALTER HUSTON

## THE CAST

Marjorie Scott	KAY FRANCIS
MacKenzie Scott	WALTER HUSTON
Victoria Scott	GLORIA WARREN
Booley	Patty Hale
Martin Scott	Frankie Thomas
Angie	Una O'Connor
Philip Ames	Sidney Blackmer
Lolita	Armida
Joe Borelli	Frank Puglia
Red	Russell Arms
Frank	Anthony Caruso
Rosita	Elvira Curci
Warden	John Hamilton
Steve	Harry Lewis
Dick	Herbert Gunn

and  
Borrah Minevitch and His Rascals

## THE STORY

(Not for publication); Marjorie Scott (Kay Francis) is considering Philip Ames' (Sidney Blackmer) proposal of marriage. He is wealthy and will be able to do a great deal for her two children, Vicky (Gloria Warren) and Martin (Frankie Thomas). She goes to the state prison to see her former husband Mac (Walter Huston), who insisted that she divorce him when he was convicted years ago. At his own request, the children have been told that he is dead, but Marjorie has remained loyal to him, and now she asks his advice. He tells her to marry Ames, concealing the fact that he has just received a full pardon. The next day he works his way down to the little coast town where they live. He walks past his old home, and hears Vicky singing, and can't resist going in, although he doesn't reveal his identity. Ames has been unsuccessful in his attempts to win Vicky with presents, but Martin reacts differently. Mac makes friends down on the waterfront, and from them he learns that Martin has changed for the worse since Ames has been giving him a lot of money to spend. Mac decides to stick around. He and Vicky become good friends. Marjorie hears her rehearsing a song which she recognizes as Mac's. Happy to know he's in town, she goes to him and asks him to come home. He refuses, tells her she should marry Ames. Vicky, who has discovered that Mac is really her father and that he is leaving that night by boat for San Diego, takes Martin's speedboat to follow him. But Mac has missed his boat, because he is busy getting Martin out of a fight. Then someone on the waterfront tells them about seeing Vicky go off alone in the speedboat, heading for a dangerous breakwater, and they go to her rescue. Later that night there is a family reunion at the Scotts and Mac is persuaded to stay for keeps. . . . (Running Time: 92 mins.)

## PRODUCTION STAFF

Directed by JO GRAHAM

Original Screen Play by Adele Comandini; Suggested by a Play by Dorothy Bennett and Irving White; Director of Photography, Sid Hickox, A.S.C.; Film Editor, Thomas Pratt; Sound by Francis J. Scheid; Art Director, Hugh Reticker; Dialogue Director, Frank Fox; Gowns by Orry-Kelly; Special Effects by Byron Haskin, A.S.C., and Edwin A. DuPar, A.S.C.; Makeup Artist, Perc Westmore; Music by H. Roemheld; Aria from "Barber of Seville" by Rossini, "Always In My Heart" by Ernesto Lecuona, Vocal Arrangements by Dudley Chambers, Orchestral Arrangements by Frank Perkins; Musical Director, Leo F. Forbstein.

## 6-Year-Old Patty Hale Debuts in Strand Film

For more than a month recently, Patty Hale, for the most part, was living the same kind of life that Ann Sheridan has.

Although she is only six years old, Patty is an actress too. She's making her screen debut in Warner Bros.' "Always In My Heart," which opens Friday at the Strand.

She and Ann met every morning in the makeup department. There they had their makeup put on and their hair combed before reporting on the set of their respective pictures.

Patty worked harder than Ann during the day. When Ann finished a scene in "Juke Girl," she relaxed in her dressing room, and took things easy until the next camera setup. When Patty was finished before the camera, she had to report immediately to her school teacher.

Between pictures, however, Patty doesn't have a George Brent to entertain her. But she does have a speedy tricycle and a sailboat.

## Kay Francis Starred

Kay Francis returned to the Warner Bros. lot, scene of her greatest triumphs, after a three-year absence to play the starring role opposite Walter Huston in "Always In My Heart," musical film which opens Friday at the Strand.

Kay, who used to be known as the "best dressed woman in Hollywood," and "the first siren of the screen," makes her return as the mother of a fifteen-year-old lass in "Always In My Heart."

## Harmonica Helpers

Borrah Minevitch and his Harmonica Rascals and Walter Huston, who portrays a pianist, furnish the musical background for vocal numbers by Gloria Warren in "Always In My Heart," opening at the Strand Friday. They will be seen on the screen whenever Gloria sings. Classical as well as modern tunes are featured.



STAR-BOUND—Gloria Warren (right), fifteen-year-old bundle of song and songshine, as she appears in her first film, "Always In My Heart," with Frankie Thomas. "Always In My Heart" starts Friday at the Strand Theatre.



## New Musical Film Starts Local Run At Strand Today

"Always In My Heart," which starts a local engagement today at the Strand Theatre, is, according to critics who have previewed it in Hollywood,



Mat 102-15  
Gloria Warren

just the prescription for chasing away your blues. And the young lady who will do it for you is Miss Gloria Warren, the fifteen-year-old singing star who is the latest star discovery of the Warner Bros. studios which has a consistent record for building up new star personalities.

For her debut, Gloria has been cast in a heart-warming story of family life, comparable to another famous hit from Warner Bros., "Four Daughters." Two of Hollywood's most talented mature players, Kay Francis and Walter Huston, play the leading adult roles in the story, and the supporting cast is headed by Frankie Thomas, six-year-old Patty Hale (another promising young screen newcomer), Una O'Connor, and Sidney Blackmer, with Borrah Minnevitich and His Rascals giving out with the harmonica harmony.

"Always In My Heart" is the story of the Scotts. Miss Francis is the mother, Gloria Warren and Frankie Thomas are her two children, and Walter Huston is the father whom the children believe to be dead. In reality, he insisted on his wife divorcing him years before when he was sent to prison. Although she still loves him, she is about to be married to a man who can do a great deal for the children. She consults Huston and he tells her to go ahead, concealing the fact that he has received a pardon. He visits their home town just to get a glimpse of the children, but once he has met his daughter and heard her amazingly beautiful singing voice, it is hard for him to go away. The dramatic situation which arises when the girl finds out who he really is, makes an exciting and highly unusual climax.

Jo Graham directed the production, and Adele Comandini wrote the screenplay, suggested by a play by Dorothy Bennett and Irving White.



Mat 203-30c

**FAMILY CRISIS**—Gloria Warren gives some sisterly attention to Frankie Thomas' very young beard, while Patty Hale watches attentively. Scene is from the Strand's new movie, "Always In My Heart," which opens today.

(PREPARED REVIEW)

## 'Always In My Heart' Delightful Entertainment

The Strand Theatre's new attraction, "Always In My Heart," which opened there last night bids fair to go down in screen history, not only as a thoroughly delightful picture of family life, but also as the picture which introduced Gloria Warren to the film public. For fifteen-year-old Miss Warren has a singing voice that is pure gold, and a completely captivating personality.

"Always In My Heart" is a story of family loyalty, and a more heart-gladdening evening of screen entertainment would be hard to find. Kay Francis, Walter Huston head the cast with Gloria Warren, and Frankie Thomas, Patty Hale, Una O'Connor, and Sidney Blackmer are featured. Borrah Minnevitich provides some tuneful interludes.

Huston, as the father, is in jail, and at his insistence, his wife (played by Miss Francis) is divorced from him and his children believe him to be dead. A wealthy man is in love with her and anxious to marry her and take care of her and the children. She can't make up her mind, and seeks Huston's advice. He tells her to accept, and hides from her the fact that he has been pardoned.

He works his way down the coast to the bay town where his family lives. It is his intention just to get a glimpse of his children, then go off. In the town, however, he finds out that his young daughter (Gloria Warren) is not happy over her mother's remarriage. He also hears her sing, and finds that her wonderful natural talents need the guidance that he, with his musical education can give her. He takes a room in town and the two of them get acquainted.

Meanwhile, the son of the family (Frankie Thomas) is completely won over to the idea of having a stepfather, particularly after he is presented with a new car. The daughter, who has discovered that the "Professor" is really her father, and that he is leaving town that night, taking a boat to San Diego, decides to go with him. Finding that she has missed the boat, she takes her brother's speedboat to catch up with it. The father, however, is not on the boat, because he has gone to the rescue of his son, who is involved in a battle over the little Spanish girl he has taken out for the evening. Then the

father and son learn that Gloria is out in the speedboat alone. They follow her, and arrive just in time to save her from disaster. When the night is over, the little family is firmly reunited.

The superb performances by Miss Francis and Walter Huston and the completely charming screen personality of Gloria Warren would be more than enough to put "Always In My Heart" way up in the hit class. However, you can add to that some expert acting on the part of Frankie Thomas, Una O'Connor, Sidney Blackmer, and six-year-old Patty Hale as the cook's eavesdropping little grandchild, a well-written script by Adele Comandini and the sensitive and understanding direction of Jo Graham, all of which have combined to make "Always In My Heart" the picture that will completely win your heart.

### Kay Francis Plays Glamorous Mother In Strand Movie

Motherhood is a wonderful institution, but Kay Francis, who doesn't even have an adopted child to call her "ma-



Mat 104-15c

KAY FRANCIS

ma," says it's also turned out to be a lucrative career.

Right now Kay is playing mother to fifteen-year-old Gloria Warren in "Always In My Heart," the new picture which serves to bring back Miss Francis to the Warner lot, scene of her former triumphs.

Luckily for her, Gloria is still too young to think about boy friends, because she might soon notice that mother is one of the attractions that's keeping the boys interested.

Miss Francis regards the maternal turn her career has taken as nothing at all unusual.

"I'm doing better than ever now as a mother," she says in that husky, intriguing and definitely interesting voice of hers. "I've always been playing mothers. In one of my earliest pictures, 'House on 56th Street,' I was Margaret Lindsay's mother. Margaret was supposed to be older than Gloria is now, so you see I'm doing all right."

Kay seems to be holding on to the glamour easily, motherhood or not. The still cameramen haven't stopped bothering her. Studio executives are already talking about another picture to Miss Francis.



Mat 202-30c

**IT'S A FAMILY AFFAIR!** Walter Huston, Gloria Warren, Kay Francis and Frankie Thomas are the delightful screen family who make "Always In My Heart" one of the screen's most delightful hits. It is currently showing at the Strand.

### Gloria Warren Has Film Role Tailored for Her

To 15-year-old Gloria Warren goes the unique distinction of being the youngest film player ever to have a story written especially for her in which to make her debut.

"Always In My Heart" is the picture, and it will have its first local showing Friday at the Strand Theatre.

It is rare indeed that a studio orders a story written around a new personality. And to have this done to a youngster of 15 is almost unthinkable.

But that's what Warner Bros. did for the pretty young singer. What's more, they hired Walter Huston and Kay Francis to play the two other top roles in the picture. And they're pretty well satisfied with the result, for after seeing a preview of "Always In My Heart," they're already scrambling around for another vehicle for the youngster.

The brown-haired youngster thus joins a growing list of youthful singing stars that already includes Deanna Durbin, Judy Garland, Susanna Foster, Kathryn Grayson and one or two others. At the moment she is somewhat torn between an ambition to be an actress, and a burning desire to sing in opera. Success in either venture will confound a number of former schoolmates in Gloria's home town of Wilmington, Del. They scoffed openly a scant year ago when she confided her ambitions.

Credit for Gloria's appearance in Hollywood must be about equally divided between her mother and Charles Martin, a radio producer. Mrs. Warren determined to get her daughter a hearing that would decide whether she should be encouraged in either her vocal or dramatic ambitions.

Martin, a busy radio executive constantly beset by doting mothers, ambitious actors and scale-murdering singers, wasn't inclined to pay much attention to a 14-year-old without much training. Mrs. Warren persevered and Martin eventually granted them five minutes.

Two hours later he had heard Gloria sing, play the piano, read lines and had watched her dance. He was convinced.

The Warrens moved to Hollywood, and Gloria went into intensive training, including singing lessons with Lucille Goodman, who is still her coach. When she was ready, she was tested at Warner Bros. and promptly handed a contract, although there wasn't a

single picture on the year's program into which she fitted.

All that was remedied, however, when a story was written for her, and Gloria went to work before the cameras.

"For the first two weeks," she confesses, "it was awful. I was so frightened I was a mess. But everybody was kind and patient. Particularly Mr. Walter Huston, who plays my father. He was just like a real father to me, with his help and advice and everything. I wish I could work with him in every picture I ever make."

### Too Many Parents, Is Frankie Thomas' Film Complaint

Frankie Thomas, 20-year-old-actor, has probably received more parental advice than any other young man in Hollywood.

And that includes Mickey Rooney, who for the most part has received advice from only one source, Judge Hardy, better known as Lewis Stone.

Frankie has had so many fathers and mothers, that is, of course, on the stage and screen, that he can't remember the names of all of them.

At the present time Kay Francis and Walter Huston are guiding him through his working days. They play his parents in Warner Bros.' "Always In My Heart," which is now showing at the Strand Theatre.

He recently had to toe the mark for seven weeks when he was the son of Fredric March and Martha Scott in "One Foot in Heaven." March portrayed a minister.

Karen Morley and Edward Arnold saw to it that he got off to a right start when he made his screen debut in "Wednesday's Child."

Frankie's real parents are theatrical people. His mother, formerly Mona Bruns, retired from the stage when Frankie started his career.

"Two actors in one family are enough," she said.

Frank M. Thomas has portrayed his son's dad several times on the stage. "Concert Tour" was their most recent play together.

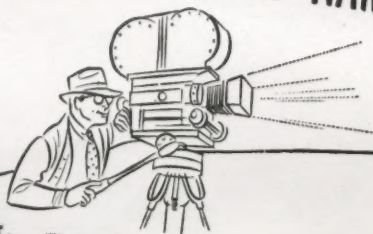
When asked why they haven't appeared as father and son on the screen, Frankie replies, "Directors always say dad isn't the right type."



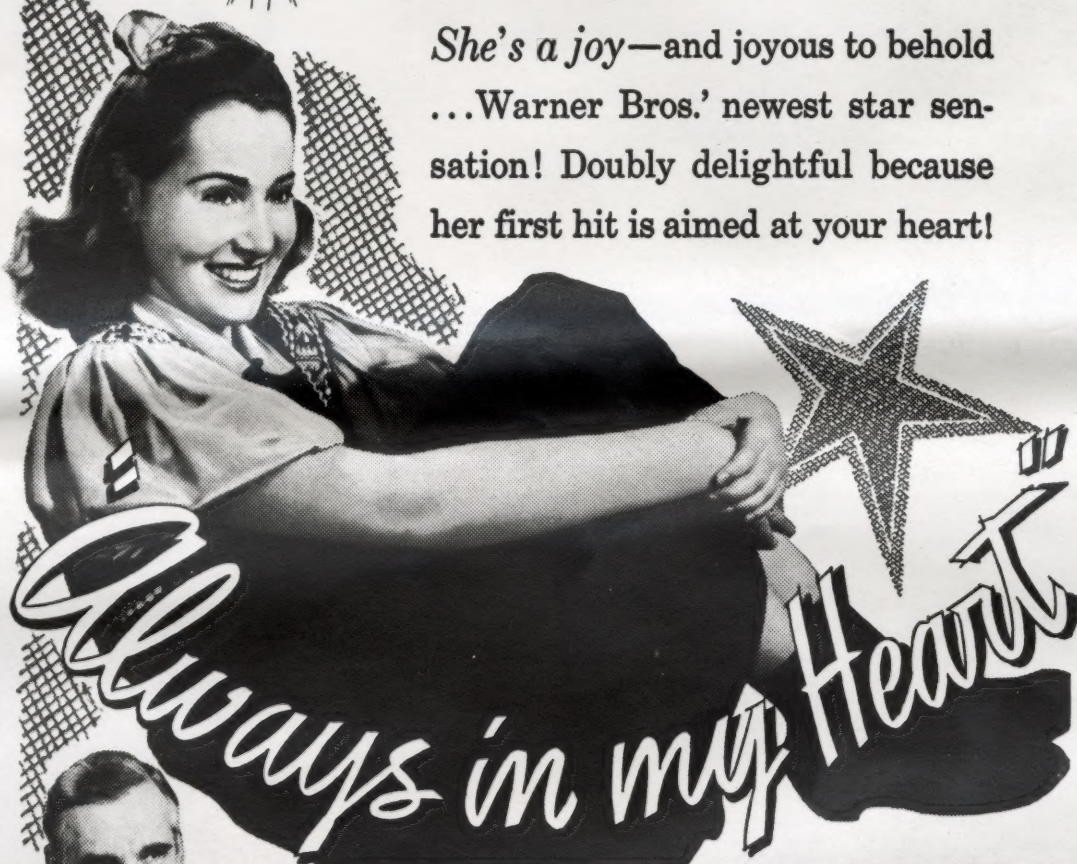
The Studio That  
Brought All These Stars  
To The Screen

Now Adds  
A GLORIOUS NEW NAME *Gloria Warren*  
she's only 15...and she sings  
like a million!

BETTE DAVIS • JAMES CAGNEY  
HUMPHREY BOGART • ERROL FLYNN  
EDWARD G. ROBINSON  
ANN SHERIDAN • JOHN GARFIELD  
RONALD REAGAN • PRISCILLA LANE  
DENNIS MORGAN • JOAN LESLIE  
OLIVIA DE HAVILLAND



She's a joy—and joyous to behold  
...Warner Bros.' newest star sen-  
sation! Doubly delightful because  
her first hit is aimed at your heart!



They're  
wonderful  
in this!

starring  
KAY FRANCIS • WALTER HUSTON  
and a honey of a new star  
★ GLORIA WARREN

A darling, different personality you'll adore!

with PATTY HALE • FRANKIE THOMAS • BORRAH MINEVITCH & HIS RASCALS • Directed by Jo Graham  
Original Screen Play by Adele Comandini • Suggested by a Play by Dorothy Bennett and Irving White • A Warner Bros.-First National Picture

Mat 301--10 inches x 3 columns (426 lines)--45¢



Oh Ma!... They made me  
a Star!

Here's a honey  
of a picture!  
The heart-glad-  
dening hit that  
introduces glori-  
ous Gloria Warren!  
To meet her is to  
love her!...  
Better hurry!

A 15-year-old  
bundle of  
song and  
sunshine!

"Always  
in my  
Heart"



A WARNER BROS. HIT starring

KAY WALTER  
FRANCIS · HUSTON

with PATTY HALE · FRANKIE THOMAS  
BORRAH MINEVITCH & HIS RASCALS

Directed by Jo Graham • Original Screen Play by Adele Comandini  
Suggested by a Play by Dorothy Bennett and Irving White

She'll be always in  
your heart—delightful

Gloria  
WARREN

Mat 303--12 1/4 inches x 3 columns (516 lines)--45c

(For 2-column size of this ad, see page 13)



Watch  
City Name

# HELLO WILMINGTON!

Here  
she  
is!



**GLORIOUS  
GLORIA WARREN**

the 15-year old bundle  
of song and sunshine!

You couldn't ask for a  
grander screen personality  
—or a more heart-  
warming story to  
introduce her!

Don't miss this  
treat of treats!

**"Always  
in my  
Heart"**

They're  
both grand  
in this one!

A NEW  
WARNER BROS.  
HIT



starring  
**KAY  
FRANCIS  
WALTER  
HUSTON**

and introducing  
**GLORIA  
WARREN**



with  
**PATTY HALE • FRANKIE THOMAS • BORRAH MINEVITCH & HIS RASCALS** (do they make music?)  
Directed by **Jo Graham** • Original Screen Play by **Adele Comandini**  
Suggested by a Play by **Dorothy Bennett and Irving White** • A Warner Bros. First National Picture

Mat 302--11 1/4 inches x 3 columns (474 lines)--45¢

A Glorious-voiced  
new star!

**"Always  
in my  
Heart"**

starring  
**KAY FRANCIS  
WALTER HUSTON**

introducing  
15-year-old  
song star!  
**GLORIA  
WARREN**



A NEW WARNER BROS. HIT • Directed by **JO GRAHAM**  
with **PATTY HALE • FRANKIE THOMAS • BORRAH MINEVITCH & HIS RASCALS**  
Original Screen Play by **Adele Comandini** • Suggested by a Play by  
**Dorothy Bennett & Irving White** • A Warner Bros. First National Picture

Mat 108

2 1/2 inches (34 lines)--15¢

America's  
got a new  
girl friend!

**KAY  
FRANCIS  
WALTER  
HUSTON**

**"Always in my Heart"**

and introducing  
**GLORIA WARREN**  
Only 15 — she sings like a million!

A NEW WARNER BROS. HIT

with **PATTY HALE • FRANKIE THOMAS • BORRAH MINEVITCH & HIS RASCALS** • Directed by **Jo Graham**  
Original Screen Play by **Adele Comandini** • Suggested by a Play by **Dorothy Bennett and Irving White** • A Warner Bros. First National Picture

Mat 212--2 1/4 inches x 2 columns (62 lines)--30¢

For  
2-column  
size of  
this ad,  
see page 14

Come in and  
meet glorious  
**GLORIA  
WARREN!**



Here's a treat of treats!  
A honey of a hit, with  
a sweetheart of a star!

**"Always  
in my  
Heart"**



A NEW WARNER BROS. HIT starring  
**KAY FRANCIS • WALTER  
HUSTON**  
and introducing  
**GLORIA WARREN**

Directed by **JO GRAHAM**  
with **PATTY HALE • FRANKIE THOMAS  
BORRAH MINEVITCH & HIS RASCALS**  
Original Screen Play by **Adele Comandini** • Suggested by a Play by  
**Dorothy Bennett & Irving White** • A Warner Bros. First National Picture

Mat 105

6 1/2 inches (91 lines)--15¢



HERE SHE IS!

The  
Little  
Girl  
with the  
Big Raves!



Warner Bros.' new  
15-year-old bundle of  
song and sunshine—  
in the grand hit aimed  
straight at your heart!

# Always in my Heart



starring  
**KAY FRANCIS • WALTER HUSTON**  
and introducing glorious  
**GLORIA WARREN**

with PATTY HALE • FRANKIE THOMAS • BORRAH MINEVITCH & HIS RASCALS • Directed by Jo Graham  
Original Screen Play by Adela Comandini • Suggested by a Play by Dorothy Bennett and Irving White • A Warner Bros. First National Picture

Mat 211--6 inches x 2 columns (170 lines)--30¢

Oh Ma!...They made me  
a Star!



A 15-year-old  
bundle of  
song and  
sunshine!

Here's a honey  
of a picture!  
The heart-glad-  
dening hit that  
introduces glori-  
ous Gloria Warren!  
To meet her is to  
love her!...  
Better hurry!

# "Always in my Heart"



A WARNER BROS. HIT starring  
**KAY FRANCIS • WALTER HUSTON**  
with PATTY HALE • FRANKIE THOMAS  
BORRAH MINEVITCH & HIS RASCALS

Directed by Jo Graham • Original Screen Play by Adela Comandini  
Suggested by a Play by Dorothy Bennett and Irving White

She'll be always in  
your heart—delightful

**Gloria  
WARREN**

Mat 208--8 1/2 inches x 2 columns (228 lines)--30¢

(For 3-column size of this ad, see page 11)

The Little Girl  
in the  
Big Picture!

She's here!  
Don't  
miss her!  
That 15-  
year-old  
charmer  
the country's  
going ga-ga  
for, in



# Always in my Heart

starring  
**KAY FRANCIS  
WALTER HUSTON**

You'll applaud it—  
heart-ily!

AND INTRODUCING  
**GLORIA WARREN**  
The screen's sweetest new voice!

with PATTY HALE • FRANKIE THOMAS • BORRAH MINEVITCH & HIS RASCALS • Directed by JO GRAHAM  
Original Screen Play by Adela Comandini • Suggested by a Play by Dorothy Bennett and Irving White • A Warner Bros. First Nat'l Picture

Mat 106

5 1/2 inches (76 lines)--15¢

★ Oh! THAT VOICE!  
Ah! THAT SMILE!  
Um...m...THAT  
★ GLORIA WARREN!

DON'T MISS this  
Miss in her first glad-  
some hit! She's sweet  
fifteen and star-bound  
for sure!

# "Always in my Heart"



They're grand  
in this!

A NEW WARNER BROS. HIT STARRING  
**KAY FRANCIS • WALTER HUSTON**  
and introducing glorious  
**GLORIA WARREN**

with PATTY HALE • FRANKIE THOMAS • BORRAH MINEVITCH & HIS RASCALS • Directed by Jo Graham  
Original Screen Play by Adela Comandini • Suggested by a Play by Dorothy Bennett and Irving White

Mat 207--5 1/2 inches x 2 columns (150 lines)--30¢





America's got a new girl friend!  
(She's only 15—and sings like a million!)

Open up your heart to glorious GLORIA WARREN!  
You've never seen a sweeter star—or a more delight-filled film to introduce her!

**Always in my Heart**

starring  
**KAY FRANCIS  
WALTER HUSTON**  
with PATTY HALE • FRANKIE THOMAS  
BORRAH MINEVITCH & HIS RASCALS  
Original Screen Play by Adele Comandini • Suggested by a Play by Dorothy Bennett and Irving White

Introducing Warner Bros. latest discovery  
**GLORIA WARREN**  
A NEW WARNER BROS. HIT  
Directed by Jo Graham

Mat 210--6 1/2 inches x 2 columns (188 lines)--30¢

HERE SHE IS!  
The Little Girl in the Big Hit!

**Always in my Heart**  
A NEW WARNER BROS. HIT  
starring  
**KAY FRANCIS • WALTER HUSTON**  
and introducing  
**GLORIA WARREN**

with PATTY HALE • FRANKIE THOMAS • BORRAH MINEVITCH & HIS RASCALS • Directed by JO GRAHAM  
Original Screen Play by Adele Comandini • Suggested by a Play by Dorothy Bennett and Irving White • A Warner Bros. First National Picture

MEET A NEW STAR!  
**Always in my Heart**  
starring KAY FRANCIS • WALTER HUSTON  
and introducing  
**GLORIA WARREN**  
Only 15 and she sings like a million!

with PATTY HALE • FRANKIE THOMAS • BORRAH MINEVITCH & HIS RASCALS • Directed by JO GRAHAM  
Original Screen Play by Adele Comandini • Suggested by a Play by Dorothy Bennett and Irving White • A Warner Bros. First National Picture

2 ADS ON ONE MAT

Mat 107--15c

Watch  
City Name

**Official Billing**

WARNER BROS. 40%

Pictures, Inc. Presents 5%

**"ALWAYS IN MY HEART"** 100%

starring

KAY FRANCIS • WALTER HUSTON 50%

with

PATTY HALE • FRANKIE THOMAS 10%

BORRAH MINEVITCH AND HIS RASCALS 10%

and introducing

**GLORIA WARREN** 75%

Directed by JO GRAHAM 25%

Original Screen Play by Adele Comandini 3%

Suggested by a Play by Dorothy Bennett and Irving White 2%

A Warner Bros. First National Picture 5%

**Vitaphone Shorts**

MELODY MASTERS presents "The Playgirls" in another Warner musical package that carries plenty of entertainment, featuring Hollywood's prettiest girl musicians. All this—and the Navy Blues Sextette, too! 7505—Melody Masters—10 mins.

HOLLYWOOD NOVELTIES un-reels some of the amazing mysteries of the University of California's famed Cyclotron, the gigantic atom smashing machine, in "Miracle Makers." 7304—Hollywood Novelities—10 mins.

LOONEY TUNES takes us on Porky Pig-conducted tour of "Who's Who In The Zoo." 7606—Looney Tunes—7 mins.

MERRIE MELODIES introduced us to Sammy Seagull and Cecil Crow on their escapades in the land of the hula-hula in "Aloha Hooey." 7711—Merrie Melodies—7 mins.

SERVICE SPECIALS offers "Soldiers In White," a stirring dramatic story of the activities of the men in the Medical Corps. Brought to the screen for the first time, it was produced with the cooperation of the U. S. Army Medical Division. 7002—Service Specials (In Technicolor) — 20 mins.

SPORTS PARADE presents "Hunting Dogs At Work," ten minutes of thrills for dog lovers and sports fans as these amazing dogs perform almost-human feats. 7405—Sports Parade (In Technicolor)—10 mins.

**HELLO WILMINGTON!**

Here she is!

GLORIOUS GLORIA WARREN the 15-year old bundle of song and sunshine!

You couldn't ask for a grander screen personality—or a more heart-warming story to introduce her! Don't miss this treat of treats!

**Always in my Heart**  
A NEW WARNER BROS. HIT

They're both grand in this one!

starring  
**KAY FRANCIS  
WALTER HUSTON**  
and introducing  
**GLORIA WARREN**

with PATTY HALE • FRANKIE THOMAS • BORRAH MINEVITCH & HIS RASCALS (do they make music?)  
Directed by Jo Graham • Original Screen Play by Adele Comandini  
Suggested by a Play by Dorothy Bennett and Irving White • A Warner Bros. First National Picture

Mat 209--7 1/2 inches x 2 columns (210 lines)--30¢

(For 3-column size of this ad, see page 12)



# 10" x 10"

## Litho

# HERALD

Here are 100 square inches of big-time selling power for your show. Order these heralds in large quantities for complete coverage in your situation. The prices fit any budget.



**\$225** per M in lots more than 5M    **\$250** per M in lots less than 5M



**2**  
**COLORED**  
22 x 28's  
Rental:  
20c each



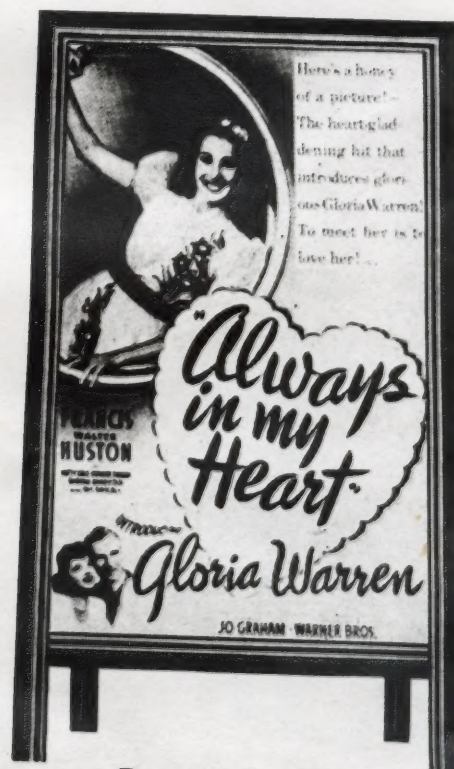
**8**  
**COLORED**  
11 x 14's  
Rental:  
35c for Set



SLIDE .....Price: 15c

**INSERT CARD**  
Rental: 12c

**40" x 60"**  
**PHOTOCHROME DISPLAY**



**Rental: 75c**





24-SHEET

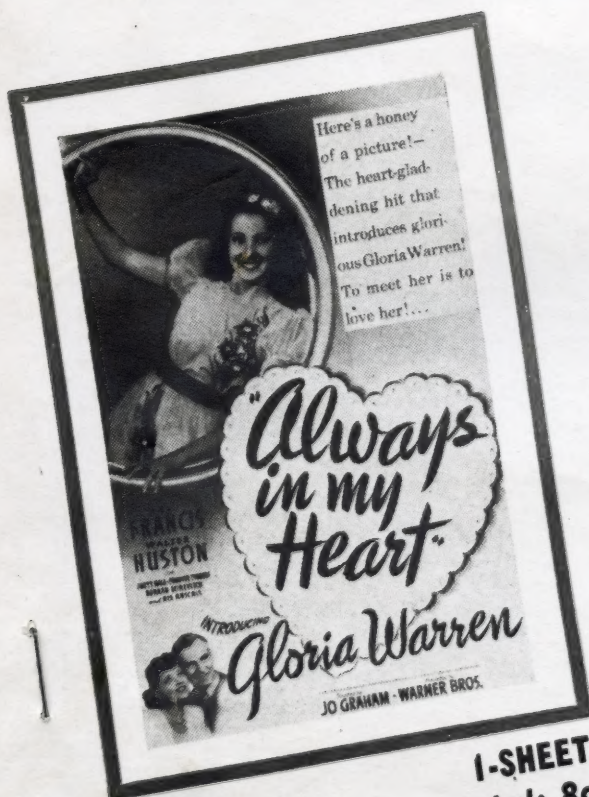
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3-SHEET  
Rental: 24c



6-SHEET  
Rental: 48c



1-SHEET  
Rental: 8c

#### SPECIAL QUANTITY PRICES

24-SHEETS		
1 to 4	.....	\$2.40 each
5 to 9	.....	2.25 each
10 to 24	.....	2.00 each
25 and over	.....	1.75 each

SIX-SHEETS		
25 to 49	.....	80c each
50 to 99	.....	70c each
100 and over	.....	60c each

THREE-SHEETS		
50 to 99	.....	32c each
100 and over	.....	28c each

ONE-SHEETS		
50 to 99	.....	11c each
100 and over	.....	9c each

REGULAR WINDOW CARDS		
1 to 49	.....	7c each
50 to 99	.....	6c each
100 and over	.....	5½c each

MIDGET WINDOW CARDS		
.....	.....	4c each

#### 2 WINDOW CARDS



MIDGET

THEATRE IMPRINT



REGULAR



**Scanned from the United Artists collection at the  
Wisconsin Center for Film and Theater Research,  
with support from Richard Koszarski.**



**WISCONSIN CENTER**  
FOR FILM & THEATER RESEARCH

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HISTORY**

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